

the at least one self-supporting display shell being operably configured for enabling positioning of the open face of the at least one cartridge in alignment with at least a portion of the display opening of the at least one self-supporting display shell; and

at least one brace member, operably configured for supporting the at least one cartridge within the at least one self-supporting display shell, to place the open face of the at least one cartridge in alignment with at least a portion of the display opening of the at least one self-supporting display shell, the at least one brace member being operably configured to insertingly receive the attachment tabs emanating rearwardly from at least two of the top wall, at least one side wall and bottom wall.

2. (Amended) A point of purchase display apparatus for the facilitated display of products, comprising:

at least one cartridge, having an open face, for containing a plurality of products;

at least one self-supporting display shell having a display opening in a face thereof,

the at least one self-supporting display shell being operably configured for enabling positioning of the open face of the at least one cartridge in alignment with at least a portion of the display opening of the at least one self-supporting display shell; and

at least one brace member, operably configured for supporting the at least one cartridge within the at least one self-supporting display shell, to place the open face of

the at least one cartridge in alignment with at least a portion of the display opening of the at least one self-supporting display shell; and

a2
cmdd means for controlling removal of products from the display, operably configured to substantially preclude the simultaneous removal of more than one product from a single cartridge from the display apparatus.

a3 4. (Amended) The point of purchase display apparatus according to claim 2, wherein the display shell is operably configured to enable a plurality of cartridges to be positioned with their open faces in alignment with portions of the display opening.

a4 6. (Amended) The point of purchase display apparatus according to claim 2, comprising:

a plurality of self-supporting display shells, each display shell being provided with at least one brace member, supporting at least one cartridge.

REMARKS

The application has been amended to correct the cited informalities, to distinguish the claimed invention over the cited prior art and to place the application as a whole, into a *prima facie* condition for allowance at this time. Care has been taken to avoid the introduction of any new subject matter into the application as a result of the foregoing amendments.

Applicant acknowledges the Examiner's indication that claims 2 and 3 would be allowable if rewritten in independent form, to incorporate all the limitations of the base claim and any intervening claims, and to overcome any rejections under 35 U.S.C. §112. Applicant has accordingly amended claim 2 to be in independent form, and has